

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

DEPARTMENT OF CULTURE – Conducting Satharupa 2010 – guidelines – Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (CA) DEPARTMENT

G.O.Ms.No. 28

Dated 24-11-2009

Read the following:-

1. Tour Note of Principal Secretary to Government, Dated 01-08-2009.
2. Letter No.A2/848/09, Dated 05-08-2009 of Director of Culture.

ORDER:-

In the reference first read above, the Principal Secretary to Government communicated the minutes of the meeting with the Artists, NGOs and the staff at G.V.College of Music and Dance, Vijayawada on 22-07-2009. During the discussion, a concept was mooted to conduct the Shatharupa celebrations in all the 3 regions of the State instead of conducting it at Hyderabad in order to preserve, protect and propagate not only the existing classical art forms but also the fading folk art forms prevailing in the Telugu culture and tradition. When consulted, the Director of Culture had given a lot of input as to how to conduct the Satharupa in a befitting manner.

2. The Department of Culture is conducting the Satharupa from the year 2007 and had gained much experience in the last three years. However, there is a necessity to issue guidelines in order to make Satharupa celebration a focused State level programme, giving opportunities to the classical and folk artists all over Andhra Pradesh.

3. Government, after careful consideration of this matter and the experience gained in the last three years, issue the following guidelines.

1. Director of Culture will issue an advertisement in the leading vernacular dailies calling for entries on 1st January, every year. The last date for receipt of entries shall be 31st January.
2. To express an intention of interest to participate there shall be a non-refundable entry fee of Rs.100/= for an individual and Rs.200/= for single group. Payment of this fee is not a guarantee for the performance, as it is only an expression of interest. The participant/participants for performance will be selected by a group of judges appointed by the respective District Cultural Council and their decision shall be final.
3. Demand Draft/Banker's cheque may be drawn in favour of "Director of Culture", Hyderabad who will issue a receipt there for.
4. The Shatarupa will start every year on 24th April. For the year 2010, it will start from Warangal District and will be conducted for 33 days. Thereafter it will move to Vijayawada and Kadapa respectively for 33 days each.
5. The 100th day function will be conducted only at Hyderabad and it will be graced either by the President of India, Vice-President of India or Governor or the Chief Minister of Andhra Pradesh.
6. All Art-forms belonging to all the 3 regions will be exhibited in all the above three places depicting the cultural integrity of the State. This programme schedule will be drawn up by the Director of Culture well in advance.

7. The District Collector and the Chairman of the respective District Cultural Council (DCC) will be in-charge of the 33 day programmes and will be coordinating with all other District Collectors whose districts are giving their performances. The Member-Secretary of the District Cultural Council shall assist the District Collector in this regard.
8. The transportation, accommodation and hospitality will be looked after by the District administration/ District Cultural Council.
9. The remuneration of the artists will paid by the Department of Culture as per the prescribed rates, which will change from time to time.
10. The District Culture Council will identify a suitable venue for the 33 days programme with perfect sound and light systems.
11. The Superintendent of Police of the respective District will make bandobust during the 33 days programmes in consultation with the Chairman of the District Cultural Council.
12. Since the people will be attending in large numbers, the District Administration may make use of this programme to highlight the Government programmes as well.
13. The District Cultural Council is directed to involve the local Ministers, MPs, MLAs, MLCs and elected representatives of the local bodies for gracing the occasions.
14. The Director of Culture will design the 33 days programme in consultation with the District Cultural Council.
15. Under the Corporate responsibility, Industrial and Business houses are there to sponsor cultural programmes. The District Cultural Council will have a separate meeting with them to ensure their participation. It is the duty of the Member-Secretary to obtain Section 80G of the Income tax Act exemption from the respective Director, IT (exemptions). He, therefore, has to maintain proper accounts as per the IT Act.
16. The District Cultural Council shall document rare art-forms, if any during these events.
17. An amount of Rs.20.00 lakhs will be provided for each District and District Cultural Council is directed not to cross the ceiling limit.
18. Director of Culture will arrange certificates to the best performance at the State level.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Dr. S.CHELLAPPA

PRINCIPAL SECRETARY TO GOVERNMENT

To

The Director of Culture, Hyderabad.

The Managing Director, A.P.Tourism, Hyderabad.

All the District Collectors & Chairman, District Cultural Council.

All Principals of Government Music & Dance Schools and Colleges.

All District Public Relations Officers.

//FORWARDED BY :: ORDER//

SECTION OFFICER